Permit #F00024582

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00024582 **Type of Permit:** FILMING **Release Date:** 02/11/2010

Production Company DETOUR FILMS

Insured Company Name DETOUR FILMS
Contact Phone No. 1 310-460-7280
Contact Phone No. 2
Fax
Address 1026 CEDAR STREET
SANTA MONICA, California 90291

Production Title HONEY NUT CHEERIOS JOB 24013

Type of Production Commercial - Standard

Producer Gabrielle Yuro

Director Jerry Brown

1st AD Todd Burrows

Production Manager Kim Pinola

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Kyle Kaufman
Primary Phone Mobile - 310-739-2969
Secondary Phone Office - 310-396-5796

Location Assistant None None
Primary Phone Office - 310-396-5796
Secondary Phone

Fees

Posting 300	$52.00
Posting 600	$52.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $969.00

Number of Locations 1

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Summary Information — Location

Permit Number F00024582
Production Company DETOUR FILMS
Insured Company DETOUR FILMS
Production Title HONEY NUT CHEERIOS JOB 24013

Location Manager Kyle Kaufman
Primary Phone Mobile - 310-739-2969
Secondary Phone Office - 310-396-5796

Location Address 1611 N Sierra Bonita Ave, Los Angeles, CA, 90046

Location Names

Location Type Private Residence

Location Description LA CITY/PRIVATE RESIDENCE

Film Dates 2/12/2010 - 2/12/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Detour.HoneyNutCheerios.24582.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	50
Cube Trucks	2
Generator	1
Motor Homes	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	1
Crew	50

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Private Parking Lot
Street : Women's Club, 1749 N La Brea Av

Crew Parking
Location Type : Private Parking Lot
Street : Women's Club, 1749 N La Brea Av

Posting "No Parking" signs N/S Hawthorn Ave, Curson Ave - Sierra Bonita Ave

Approximate Footage 0 - 300 **Log Number** 1010490

Date(s) 2/12/2010 to 2/12/2010 **Time(s)** 07:00 to 22:00

Posting "No Parking" signs W/S Sierra Bonita Ave., Hollywood Blvd - Hawthorn Ave

Approximate Footage 301 - 600 **Log Number** 1010490

Date(s) 2/12/2010 to 2/12/2010 **Time(s)** 07:00 to 22:00

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Summary Information — Location

Location 1 of 1

Permit Number	F00024582	**Location Manager**	Kyle Kaufman
Production Company	DETOUR FILMS	Primary Phone	Mobile - 310-739-2969
Insured Company	DETOUR FILMS	Secondary Phone	Office - 310-396-5796
Production Title	HONEY NUT CHEERIOS JOB 24013		

Posting "No Parking" signs W/S Sierra Bonita Ave., Hawthorn Ave - South 100'

Approximate Footage 0 - 300 **Log Number** 1010490

Date(s) 2/12/2010 to 2/12/2010 **Time(s)** 07:00 to 22:00

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Detour ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: _____

Representative's Signature

Kyle Kaufman

Representative's Name (Please Print)

Location Manager

Representative's Title (Please Print)

Detour

Name of Principal (i.e. company name) (Please Print)

1026 Cedar St.
Santa Monica
90291

Principal's Mailing Address (Please Print)

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT A PERMIT